

PURPOSE

The purpose of WOUB's equal employment opportunity (EEO) Public File Report is to meet and comply with the Federal Communications Commission (FCC) rules for broadcasters and multi-channel video program distributors, which became effective on March 10, 2003. Under the specific EEO program requirements, broadcasters must comply with three key components: (A) outreach/recruitment, (B) recordkeeping and reporting, and (C) self-analysis of EEO efforts. The FCC has established a three-pronged outreach and recruitment requirement. Prong 1 requires broadcasters to recruit for all full-time vacancies and widely disseminate information concerning each full-time vacancy. Prong 2 requires broadcasters to provide notification of all full-time job vacancies to organizations who request such notifications. Prong 3 requires broadcasters to engage in a certain number of longer-term recruitment initiatives from a "menu" of options, depending on the size of the station employment unit. WOUB is required to engage in four recruitment initiatives over a two-year period.

CONTENTS

This Public File Report will provide the following information:

- A list of all full-time jobs filled by WOUB during the previous year, identified by job title;
- For *each* such vacancy, a list of the recruitment sources used to fill those vacancies (including organizations entitled to notification pursuant to Prong 2, which should be separately identified), identified by name, address, contact person and telephone number;
- For each full-time vacancy during the previous year, the recruitment source for the person hired, and the recruitment source for *each* person interviewed;
- Data reflecting the total number of persons interviewed for full-time vacancies during the preceding year and the total number of interviewees referred by each recruitment source utilized in connection with such vacancies;
- A list and brief description of outreach activities (Prong 3) initiatives implemented during the previous year.

REPORTING AND FILING

Annually, on the anniversary of the date that WOUB is required to file its license renewal application (currently June 1), WOUB will place the EEO Public File Report in its public inspection file and on its website. This report is not filed with the FCC annually, but on two occasions during the eight-year license term: (1) when WOUB files its license renewal application, it will need to include the EEO Public File Reports for the past two years, and (2) when WOUB files the Broadcast Mid-Term Report, it will need to include the EEO Public File Reports for the past two years.

EEO PUBLIC FILE REPORT

WOUB Public Media at Ohio University, Athens, Ohio
Stations WOUB-TV, WOUB(AM), and WOUB-FM, Athens, Ohio

June 1, 2011 – May 31, 2012

Full-Time Positions Filled

Full-Time Position	Position Title	Date Open	Date Filled	Recruitment Source(s) utilized to fill the vacancy, including organizations entitled to notification	Number Interviewed	Number Hired
1	On Air Coordinator	8/29/11	12/19/11	Ohio University employment website https://www.ohiouiversityjobs.com/ The Athens Messenger (Newspaper) Classified ad The Athens News (Newspaper) Classified ad PBS Connect http://connect.pbs.org CPB Jobline http://cpb.org/jobline/ Higher Ed Jobs http://www.higheredjobs.com Ohio Means Jobs http://ohiomeansjobs.com Direct email to eight PBS stations in Ohio Ohio Department of Job and Family Services including veteran recruitment.	0 0 0 1 0 1 0 0	0 0 0 1 0 0 0 0
2	Membership Coordinator	8/18/11	10/24/11	Ohio University employment website https://www.ohiouiversityjobs.com/ The Athens Messenger (Newspaper) Classified ad The Athens News (Newspaper) Classified ad PBS Connect http://connect.pbs.org CPB Jobline http://cpb.org/jobline/ Higher Ed Jobs http://www.higheredjobs.com Ohio Means Jobs http://ohiomeansjobs.com Direct email to eight PBS stations in Ohio Ohio Department of Job and Family Services including veteran recruitment.	6 0 0 0 0 0 0 0	1 0 0 0 0 0 0 0

3	Director and General Manager	12/31/10	10/1/11	<p>Internal Promotion</p> <p>This position was filled by the internal promotion of an existing Ohio University Scripps College of Communications employee. A college-wide search was conducted, including an internal posting via email for the position. The selection process was preapproved by both Ohio University's HR department (Gwen Brook, Director of Staff Records) and its Institutional Equity department (Laura Myers, Executive Director). The candidate selected was formally the Director and a tenured faculty member of the Ohio University Scripps School of Journalism.</p>	1	1
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Information Regarding Recruitment Sources Contacted for Full-Time Vacancies

June 1, 2011 – May 31, 2012

No.	Recruitment Source [Company Name, Address]	Contact Person [Name, Telephone]	Total Interviewed	Entitled To Notification? [Y/N]
1	Ohio University employment website	Tammy Hawk OU Human resources 740 593-1645 https://www.ohiouniversityjobs.com/	6	Y
2	PBS/NPR member station Forums PBS Connect	None, self-posted http://connect.pbs.org	1	N
3	CPB Job search Forum CPB Jobline	None, self-posted http://cpb.org/jobline/		
4	Higher Ed Jobs	None, self-posted http://www.higheredjobs.com	1	N
5	Ohio Means Jobs	None, self-posted http://ohiomeansjobs.com		N
6	Ohio Department of Job and Family Services (ODJFS)	Tammy Hawk OU Human resources 740 593-1645		N
				N
	Print Sources (newspapers)			
7	The Athens Messenger	Ronda Wallace 740 593-6612 ext. 212 Classified Advertising Manager		N
8	The Athens News	Marcey Williams 740 592-9695 Classified Advertising Manager		N
		TOTAL	8	

NOTES:

1. WOUB Public Media follows all policies and procedures of licensee Ohio University, an instrumentality of the State of Ohio, for hiring and EEO. In compliance with Ohio University Human Resources guidelines, applicants are asked to provide referral sources on an optional/voluntary basis.
2. In 2011 WOUB Public Media was placed under the Scripps College of Communications all hiring and budgetary decisions must be approved by the College Dean or his/her designee.

Prong 3 Longer-Term Recruitment Initiatives Implemented

June 1, 2011 – May 31, 2012

No.	Date	Initiative	Description	Scope of Involvement	Personnel Involved
1	Sept 2011	Co-Hosting/Sponsoring of Student Broadcast Opportunities Career Fair with organizations in the academic, business, and professional community whose membership includes substantial participation by women and minorities.	Ohio University Outreach Expo, Ohio University Student Involvement Fair and Scripps College of Communication freshman kickoff event, all conducted at the Ohio University main campus in Athens	Representation and distribution of marketing, informational, promotional, and career opportunity materials to college students and college graduates.	Mike Rodriguez, Director of Student Professional Development
2	Sept. 2011 Ongoing	Establishment of Internship Program designed to assist members of community acquire skills needed for broadcast employment. Informational meetings and ongoing training via the Student Professional Development Program to train student volunteers in practical and professional operations of public broadcasting in radio and television, to include working in an environment where no person is discriminated against in employment because of race, color, religion, national origin, or sex.	Ohio University students and volunteers work in all aspects of production of public radio and television programming In this reporting period WOUB Public Media worked with approximately 150 to 200 students working in paid, volunteer, and class laboratory settings. Our news department alone unitizes 75 students per academic year in various positions	Students and volunteers receive hands-on training and mentoring.	Mike Rodriguez, Director of Student Professional Development WOUB Radio and TV staff

3	Sept. 2011 Ongoing	<p>Participation in at least four events or programs sponsored by educational institutions relating to career opportunities in broadcasting.</p> <p>Graduate Masters Degree Program in public broadcasting management for students who are women and people of color</p> <p>This program is ongoing but the student participants are new applicants each year.</p>	Three different students participate in graduate level study for a career with specialized skills through course work in the School of Media Arts and Studies and professional work at the WOUB Center for Public Media. Students receive \$15,000 plus tuition for four quarters. Requirements are three years of full-time work in public broadcasting, and a baccalaureate degree, with at least a 2.5 grade point average.	Originally funded by the Corporation for Public Broadcasting (CPB), the costs are now absorbed by Ohio University since funding from CPB ceased. Ohio University has supported this effort solely for at least ten years. WOUB Center for Public Media staff provides professional mentoring, training, and advisory support.	<p>Thomas S. Hodson JD, , Director and General Manager Berman Professor of Communication, Scripps College of Communication Associate Professor, E. W. Scripps School of Journalism</p> <p>WOUB Radio and TV staff</p>
4	Sept. 2011 Oct. 2011 Jan. 31 2012 March 7 2012	<p>Participate in at least four events, including conventions, career days, workshops, and similar activities. Sponsored by organizations representing groups present on the community interested in broadcast employment issues.</p> <p>Different staff members participated in local and regional activities.</p>	<p>Future Media Conference</p> <p>OU Homecoming professional development session.</p> <p>Coverage Lecture Series</p> <p>RTDNA (Radio Television Digital News Association)</p>	<p>Students spent the day working with alumni who are currently working in the Broadcast Journalism field.</p> <p>Presentation for students presented by Jack Briggs of the Associated Press</p> <p>Professional Development Sessions</p>	<p>Mike Rodriguez, Director of Student Professional Development</p> <p>Tim Sharp News Director WOUB Radio and TV staff</p> <p>Mike Rodriguez, Director of Student Professional Development</p> <p>Mike Rodriguez, Director of Student Professional Development</p>

4 Continued	March 31 2012		NATAS (National Academy of Television Arts & Sciences) Ohio Valley Regional Chapter	Student production awards and scholarship information session	Cheri Housley NATAS Administrator Mike Rodriguez, Director of Student Professional Development
	Nov. 4 2011		We Are STEM, Is a collaboration of 14 Ohio colleges and universities. We are STEM is designed for girls interested in traditionally male-dominated programs. One area of study was broadcasting with a hands-on laboratory session conducted at Hocking College.	Three thousand girls in grades seven through ten from around Ohio participated in a state- wide program the program consists of students taking tours, listening to speakers and engaging in activities to learn more about career paths in these fields. The program was cosponsored by The Ohio IT Business Advisory Network is co-sponsoring the program with the Ohio Department of Education's Office of Career- Technical Education.	Jessica Makowsky OULN Operations Supervisor, Program Mentor
5		For other initiatives implemented during the 2-year term, see the EEO Public File Report for prior years.			